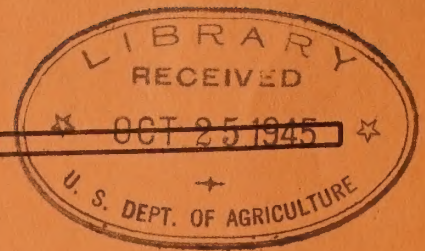


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Reserve



AAA Information CALENDAR

OCTOBER, 1941

This Month

FARM DEFENSE PROGRAM -- 1942

In what is termed, "probably the most important announcement I have made as Secretary of Agriculture," Secretary Wickard, on September 8, announced a 1942 farm defense program aimed at reaching a record high in American agricultural production. Specific 1942 production goals have been set for almost every farm product raised by the nation. Never before has American agriculture tackled a job of such magnitude. To reach these goals, farmers must raise more than they have ever raised before in any one year. There is a big job. Our job is to clarify their job. This issue of the calendar is dedicated to that end.

Three things about this campaign distinguish it from any of the past.

First, it is an "all-out" drive, involving not a few but almost all farm products.

Second, every farmer in the United States will be visited by AAA committeemen and helped to make a complete farm plan for 1942 that will contribute to the attainment of the goals. Goals will be set for the nation, for each state, each county, and for every farm.

Third, every U.S.D.A. agency and cooperating organization will participate. Each has its job to do. The entire effort will be organized and unified through the State and county U.S.D.A. Defense Boards.

The high importance he attached to the campaign are evident in these additional words of the Secretary on September 8: "The future of the entire civilized world is bound up in the success of our effort to produce more of the vital foods that will insure the efficiency of the forces that are defending freedom."

PREPARED BY THE DIVISION OF INFORMATION, AAA, FOR USE OF STATE
AAA OFFICES AND EXTENSION EDITORS.

REGIONAL AGRICULTURAL DEFENSE CONFERENCES

Four regional defense conferences will get the Farm Defense Program of 1942 under way. Each State Office should follow its U.S.D.A. State Defense Board's conference plans carefully to get out specific informational material. The broad outline of the conference plan follows:

Speakers at all conferences will include Secretary Wickard, H. R. Tolley and Wayne Darrow. Chairmen of all conferences will be T. Roy Reid.

Attendance: Selected Department representatives from Washington, State USDA Defense Boards, State Agricultural Planning Committees, State Representatives of farm organizations; Regional officials of USDA agencies; State home demonstration agents, associate director of FSA, extension specialists, one member State AAA Committee.

Time and Place:

September 15 and 16 -- Salt Lake City, Utah.
Washington, Oregon, Idaho, Montana, Wyoming, Colorado, Utah, Nevada, California, Arizona, and New Mexico, will be represented at this conference.

September 18 and 19 -- Chicago, Illinois.
North Dakota, South Dakota, Nebraska, Kansas, Missouri, Illinois, Iowa, Wisconsin, Minnesota, Michigan, Indiana, and Ohio will be represented.

September 24 and 25 -- New York City, New York.
Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Delaware, New Jersey, Maryland, and West Virginia will be represented at this conference.

September 29 and 30 -- Memphis, Tennessee.
Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Texas, Arkansas, Oklahoma, Tennessee, and Kentucky will be represented.

NEWS STORY SUGGESTIONS AND CAMPAIGN PROCEDURE

(Because of the Department-wide nature of the campaign, the suggestions that follow necessarily apply to all U.S.D.A. agencies cooperating in local plan.)

First stories may be based on regional meetings -- aims established, attendance, etc.

Because their regional conferences are late in September, Southern, Northeast, and East Central Region States may be unable to get a definite lineup on campaign plans and procedure as quickly as others. However, close contact with U.S.D.A. State Defense Boards should allow for considerable advance preparation, both on campaign plans and the conferences. Meetings of State Defense Boards will no doubt yield material for local press and radio announcements.

Next job will be to prepare materials for the campaign within the State and counties.

A one-page mimeographed piece highlighting state aims of the campaign can be

prepared; another, in the form of a circular, might give information on dairy and poultry rations. These examples are suggestions, and have the purpose of illustrating the type of materials which can be prepared. News stories should stress state production goals when established. County goals, scheduled to be ready about two weeks after State goals are available, will make more good stories. "How" stories, the sources of which will be State specialists in the subjects concerned, will be important. As the drive progresses, meetings, plans for the farm-to-farm canvass, and new developments will provide many news stories. These are general suggestions. As the campaign plans develop, more specific background materials will be suggested.

A good point to bear in mind is that campaign plans will originate with Defense Boards, and that all agencies represented on the Boards are involved in the campaign. Defense Boards might write letters to all farm organizations in the State, urging them to carry program plans to farmer-members. Similarly, all U.S.D.A. agencies might send letters and materials to farmers with whom they deal.

MATERIALS COMING
FROM WASHINGTON

Although States and counties must necessarily originate a considerable portion of the campaign material, a variety of over-all materials will be sent out from Washington. Some of these materials already are on the way, or have been distributed. All materials are -- or soon will be -- available for distribution. They include:

Two-fold circular for general distribution by all Department and cooperating agencies.

Farm plan sheet.

A colored poster, supplies to the State Office for distribution of from 10 - 100 to be sent to each county.

Printed inserts for inclusion in letters for both official and non-official correspondence.

Newspaper mats, both news and feature, will be distributed in the usual way during the entire campaign.

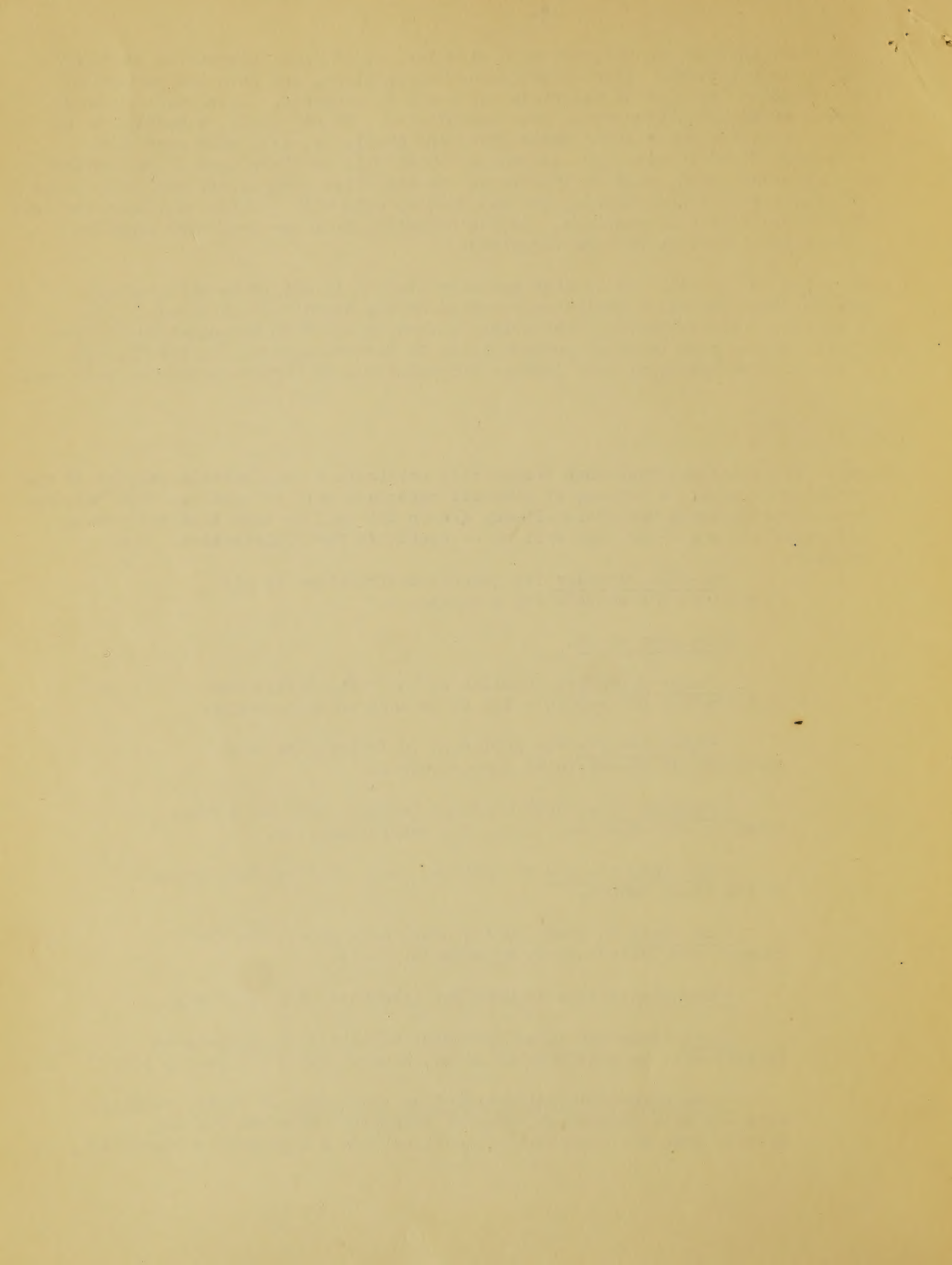
Radio farm flashes on national goals will be distributed in the usual manner.

Film strip on need for increased milk production for general use, particularly by women's groups.

Kodachrome slides on need for increased milk production.

Movie featuring high Department officials on agricultural defense will be available in 16 mm. sound. It is 17 minutes long.

Mimeographed commodity situation statements on dairy, poultry, fats and oils production, general situation statement dealing briefly with all important commodities, and a statement on nutrition.



Timeographed questions and answers.

Suggested copy and illustrations for local letters.

Dairy, Poultry, and perhaps other production maps.

Weekly stories, giving such information as background on goals, emphasis on the need for various products, etc., will be distributed through the regular channels for local adaptation.

RADIO TIPS AND IDEAS
FOR USE IN CAMPAIGN

(These ideas may also be adapted for news and feature stories.)

Following are radio plans which will be discussed at the regional meetings. They were prepared to aid the State USDA Defense Boards and cooperating agencies in lining up both State and county broadcasts.

In States where regional conferences will be held late in September, information people may, by cooperating with the Defense Boards, make definite plans for broadcasts beginning immediately after the conferences.

Please bear in mind that these suggestions are intended for Defense Boards and all cooperating agencies.

1. Plans should be made to send, on a spot news basis, information regarding current developments to all stations carrying regular farm broadcasts. All the State production goals will make big news. Many stations will be interested in county production goals. Progress of the farm canvass and other parts of the program will make items.
2. Shortly after each regional meeting, a talk by or an interview with the chairman of the State USDA Defense Board. The broadcast might summarize the national program, and launch the State Program.
3. Round table discussion. Participating: heads of agencies directly concerned with new program. Program should give various agencies an opportunity to show how their operations are being geared into the over-all program. However, approach should be "What (State) Farmers Can Do Now for Their Country," rather than what the agencies or bureaus can do.
4. The need for more milk. In all broadcasts, milk production should be emphasized, but there should be one early in the game devoted almost entirely to milk. One or more representatives of milk cooperatives could be asked to give this broadcast. Chairman or other representative of defense board could appear also to indicate the program's objective and price support for milk, allowing the cooperative representatives to discuss the ways of doing the job, and facilities available.

5. The end of "farming as usual." The folly of wasteful, unaimed production. This idea should be kept in the foreground in other broadcasts, but offers a good opportunity for a separate broadcast. Looks like a job strictly for Chairman. A "Dutch uncle" talk on just what we're up against, the need for greater abundance in certain lines, the damage that can be done by producing too much of unneeded commodities.
6. Farm canvass and farm plan sign-up. Someone representing AAA should tell just what's coming, exactly how the farmer can cooperate.
7. Production goals for the State. What changes in farming they represent. How the changes can be achieved.
8. The battle of production and lease-lend operations. The farmer in the fight for freedom. "Food will win the war and write the peace." This should not be handled as any single-agency project, but the operations of Surplus Marketing Administration should come in for special attention because SMA operations provide a pretty direct way of getting our production to our friends abroad. A newspaper editor or one of the college people looked upon as an authority on current affairs might be able to handle this.
9. The defense program and the farm plant. Need for increase in total production, but emphasis on fact that no material increase in cultivated acres is needed. Avoidance of World War I mistakes. Production goals for all essential commodities, arrived at carefully, so farmers can produce for American security without risking gluts of the past. This could be handled by any of several authorities.
10. The economic situation for important commodities. Price support offered by the Department. The new situation resulting from Steagall amendment referred to in Press Release of September 8. Emphasis on fact that farmers are getting a square deal and stand to make more money fitting their operations to the needs outlined in defense program. A well-known economist would be a good choice to handle this broadcast. In any case, the speaker or speakers should be widely known as persons looking after the farmers' interest. The point to stress mainly is that NOW IS THE TIME -- the time to produce more of what we need more of, the time to produce less of other things, the time to make every productive effort count by aiming it in the right direction.
11. Nutrition in the United States. Farmer fieldwoman of AAA, nutrition authority of Extension, home supervisor of FSA, head of a women's organization -- perhaps others -- are possibilities for handling this subject. Stress should be placed on the fact that the production goals of the new program aim at better nutrition in this country, as well as important aid to those resisting aggression abroad.
12. A job for the whole family. The nature of the shifts in production to meet the defense goals is such that all members of the farm family will have prominent parts to play in the development. This again, is a subject which can be dealt with by farm women.

13. "How to do" broadcasts. "How" material, some of which will be specialized from all U.S.D.A. agencies will be used. How to increase the production of milk, and make the best use of the increased production. How to increase egg production. How to increase pork production. How to meet all the goals. These are subjects that will become increasingly important as the new program takes definite form on the farms and becomes established in the minds of the people.

14. The farmer sets his sights. One or more farmers, after establishing their goals in individual farm plans, tell how they feel about importance of reaching the goals, how they plan to do so, etc. Good for both State and local broadcasts.

SUGGESTIONS FOR FEATURE STORIES ON CAMPAIGN

Compare role of farmers today with that during first World War. Good angle here is contrast between 1917 and 1942 regarding condition of soil and needs. In '17 the big need was for wheat, a soil depleting crop. The primary needs now call for production of many crops that build rather than deplete the soil -- milk production calls for better pastures, etc. Point out fact that no added acreage need be plowed up to meet goals in this emergency. References you might use include Secretary Wickard's September 8 National Farm and Home Hour Broadcast, U.S.D.A. General Plan of Campaign for Farm Defense Program -- 1942, No. 1954. Department press release No. 524-42, and Department year books.

Many papers will go the limit on animal features. A feature on registration of cows for "the 1942 production draft," for example.

Good features could be prepared on the membership of the Defense Boards -- special abilities of members, the job they have to do, and the facilities available.

SUGGESTIONS FOR CAMPAIGN PICTURES AND MATS

It's a good idea to build up photographic files for the campaign. Good idea, too, to survey possibilities in files of other agencies -- FSA, SCF, Extension, State Departments of Agriculture, etc. In cases where the picture need not be localized, needs can probably be filled out of Washington.

A good picture or mat to have on hand would be one showing an eroded field -- created by the huge "plow-up" during the last war; beside it a good solid pasture -- created by the needs of this war. Such a shot could be used with the feature story on comparisons of the farmers' position in this war with the first World War.

Mats of products your state will be pushing will come in handy.

Pictures of farmer feeding fall litters of pigs may be tied in with fact that the production drive is already under way as a result of the Secretary's first announcement on April 3 of an expanded production program. Idea may also be used in case of chickens and cows.

Wheat and the Defense Drive -- In announcing the new Farm Defense Program it will be necessary to continue emphasis on the wheat surplus and price problem, and to show why storage of excess wheat is not inconsistent with more milk and meat. The old story that there's plenty of food and that's needed is something will need retelling a few times more. Actually, as Farm Defense Program goals indicate, the 1942 wheat acreage could be cut to the level of the 1941 acreage allotment or lower, and still there'd be plenty of wheat. Next year's 85 million acre allotment and proclamation of quota for 1942 are part of program to balance farm production to needs. The wheat supply is just too big to warrant wasted time and energy in further overproduction.

U. S. wheat prices are currently about 57 cents over Canadian price at export points. This is 15 cents higher than would be necessary to bring Canadian wheat into U. S. over 42-cent tariff. In other words, the embargo invoked under Section 22 is making it possible for the wheat loan and quota to bring U. S. wheat farmer 57 cents a bushel more money than he would be receiving this year without the quota.

Effective August 25, Canadian Minister of Agriculture prohibited further exports of certain grains, including feed wheat. See Foreign Crops and Markets, September 8.

U. S. wheat prices approaching wheat loan level nearly everywhere. Here's another lead for material on wheat program operation and will serve as excellent foundation material preliminary to discussions before 1942 referendum.

Don't Forget -- Don't forget farmer-business meetings -- businessmen will be particularly interested in the "increase production" phase of new program because it means bigger demand for equipment. Talks at service clubs should not be overlooked.

Southern Region Defense Tips -- Information about the defense program in the South should be slanted, to a great extent, toward the small farmer. Show him how he can increase his meat, egg, food and canned vegetable supply and thereby lessen the total amount needed in commercial channels. Point out that when the farmer breeds an extra sow, plants a fall garden or gets some more laying hens, he will not only obtain additional food, but that he will be helping relieve war strains on transportation and processing facilities. Show him that he has more room to expand his facilities than the packing plants, railroad and truck lines, etc. This applies to everything grown on the farms of the South -- take a look at the list of preferred commodities. Farm plan sheets will be in your state this year or next; a sign-up campaign will follow in which every farmer will be contacted.

Northeast Region Defense Tips -- The Farm Defense Program gives the States of the Northeast Region an opportunity to accomplish two objectives by means of farm stories and special meetings -- a chance to jointly plan farmer-bus affairs efforts, and the publicizing of the new program.

This idea is based upon the Northeast as a center of productive activity on both the farm and industrial front. For some time the Northeast has prided itself on the fact that a large proportion of the rearmament contracts of the nation are let to factories of that region. Now the farmers of the area are cooperating on the farm front through the U.S.D.A. State and County Defense Boards and the agencies of the Department of Agriculture.

This general idea might be elaborated by:

1. Feature stories in each county based on the farm plan canvass which will be launched by community committeemen on October 15, except in those areas where it may be advisable to start later.
2. Talks before service and businessmen's groups in towns and cities. Meetings of this kind are of particular importance in the Northeast and offer a means of placing agricultural problems and programs before city groups. The Farm Defense Program affords an opportunity to talk to these groups on the basis of farm support for the general population. Stress the fact that the increased production is to be used in improving the nutritional standards of the public -- and in the Northeast labor forms a considerable portion of the public.

Committee Elections -- The Farm Defense Program offers a fine chance to plug elections in areas where they haven't been held -- the fact that the farmer is prepared, through committee elections and democratic machinery, to meet the emergency should be pushed hard.

Farm Storage -- Farm storage situation varies by states but over-all need for additional farm capacity remains urgent. See your commodity loan committee and supervisor. One appeal being used is that farmer must be sure of adequate storage if he is to take advantage of loans and make the most of his market. In some localities short on farm storage, forced marketings of wheat pushed local prices down during the harvest period earlier this year. Some observers point to the possibility of a similar situation for later crops, such as soybeans, unless sufficient farm storage is available.

Defense Color Slides -- As quickly as color slides to accompany the script, "Let's Get More Milk for Defense," are received, a set will be sent to each state farmer fieldwoman. Meanwhile, some states may have enough suitable pictures to illustrate the printed matter which has already been sent to the states concerned.

Harvest Time -- The fact that October is a harvest month should be a help in preparing "result" stories and pictures on increased production for defense. The increased production may be tied back to the Secretary's April 3 announcement of an expanded food program.

Time -- The magazine "Time" carries another good piece on the defense production program in its issue for September 1. You may wish to read this, and use it in some way.

Cover Crops and Defense -- Stories should continue to point out how aided plantings of cover crops will contribute to increased production, and save commercial nitrates which are needed in the industrial defense effort. A plan for encouraging increased plantings in Southern states this fall and winter, and a seed purchase program to encourage increased production of seed in the Pacific Northwest were announced this week.

NOTES AND TIPS

REGIONAL DEVELOPMENTS

East Central Region -- 1942 program bulletins have been received in all states.

These are in simplified form and each cooperator will receive one.... Allotments for all special crops will be determined by October 15.... Committeemen will have contacted between 250 and 300 thousand producers regarding the 1942 farm practice plan by October 1. Unlike other regions which are including the defense plans with their farm practice plans, ECR committeemen will use a supplementary plan which will indicate official allotments and give data regarding defense crops and goals. Contacts in this campaign will begin about October 15.... Stressing the defense angle, ECR expects a boom year in cover crop acreage. County defense boards are conducting cover crop campaigns for defense, giving special plugs to small grains, winter legumes and mixture. The North Carolina plan has been modified for 1941, so producers can be exempted from the plan by seeding sufficient acreage of small grain (other than wheat).... Warner Brothers Pictures, Inc. has placed "HARVESTS FOR TOMORROW," the AAA movie, in exchanges serving Kentucky, Tennessee, and North Carolina. AAA Committeemen will ask theater managers to show the film. Exchanges will not distribute the film except upon specific requests from theater managers. The addition of these three states puts the film in all ECR states. It had already been available through motion picture exchanges servicing other ECR states.

North Central Region -- Farm program year ends September 30. There's still opportunity to push on completion of soil building practices before end of program year. Short press releases and radio announcements of deadline may be supplemented by direct mail to farmers who have so far failed to complete all their practices. Cards have been used to good advantage in several states. Practices for this season include fall seedings, liming, application of fertilizer in most areas; in range states, include terracing and water development.... The 1942 AAA program in NCR as decided upon at the recent meeting of state committeemen in Chicago, will have no total farm allotments. Program fits ideally with Farm Defense Program announced September 8, and to be discussed in detail at Chicago, September 18, 19. Details of the '42 AAA program will be discussed in state meetings for AAA fieldmen beginning September 22.... As to special program areas -- check to see if you may have any in your state.... Farm plan sign-up, combining regular AAA sign-up and survey of production of all commodities under Farm Defense Program, is scheduled from October 15 to December 1. For discussion of sign-up plans and materials see "General Plan of Campaign for Farm Defense Program -- 1942," mimeographed and recently sent your State Chairman.

Northeast Region -- Final dates for the carrying out of practices under the ACP in the Northeast region are: Connecticut, New Hampshire, Pennsylvania, Rhode Island, and Vermont, September 30; Massachusetts and New Jersey, October 31....

All county committeemen in Maine, Pennsylvania, Vermont, New Hampshire, and New Jersey will cooperate with Rural Electrification Administration in locating and setting up food processing centers during October. The food centers will be used in the preparation of school lunches...."Harvests for Tomorrow" will start its non-commercial 16 mm. showing as one of the main attractions at community committee election meetings on October 16. A total of 25 prints have been ordered for the Region and will be distributed to the States. The film will be used in connection with election meetings until December 1 and then go into specialized showings. County committeemen might invite local newspaper editors to see "Harvests."....In all states of the Northeast region except New Jersey and Pennsylvania, community committeemen are now taking orders for lime and superphosphate under the 1942 ACP. Divisional staff officers request that the orders be taken as speedily as possible because of impending shortages of materials and transportation facilities. News releases should call attention to the taking of orders and the necessity for speeding up the process....County representatives who handle information should be on the alert for pictures of strip cropping. Instead of attempting to get a wide, panoramic sweep in the picture, the camera lens should be focused on as compact an area as possible and still show the essential features of the plan. By trying to take in too great an area, photographers get an indistinct picture.

Southern Region -- Recently-announced grain sorghum loan provides seven cents per bushel for storage. Might write a feature on building home storage places. Incidentally, sorghum seems to need a little more ventilation than wheat....This is the month for getting out work on yields and allotments....In most states final check on practices will be made in October...All allotments will be established during October....Closing date for soil building practices in most states is Nov. 30; emphasize use of soil building allowance by applying lime and phosphate...Education program for cotton marketing referendum should be started soon....Parity payments will be finished and some states will begin to make conservation payments during October....The regional conference will be held October 15-18, but the place has not yet been decided. The 1942 program provisions will be discussed at a series of meetings held in the various states from October 20 to 31.

Western Region -- Program year ends in WR States as follows: Arizona, December 31; California, August 31; Colorado, October 31; Idaho, October 31; Kansas, September 30; Montana, September 30; Nevada, December 31; New Mexico, November 30; North Dakota, October 31; Oregon, November 30; Utah, September 15; Washington, October 31; Wyoming, October 31.

GENERAL TIPS, DEVELOPMENTS

Cotton Loan Equities -- It is important that every producer who retains his equity in 1938, 1939 and 1940 loan cotton be advised that he has only until October 1 to claim his equity and sell the cotton at the present high price. After October 1, the Commodity Credit Corporation will put the cotton in the national pool for sale next March.

Producers should understand that they can get more money for the cotton if

they state their equity now. Call attention to list of prices for various grades and staples in county offices. Urge friends of farmers who have changed their address to advise them of the situation. Call attention to the lists of equity-holders which are to be published in weeklies this week or next, and advise your county offices the necessity of furnishing these lists to the papers. Some radio work might help.

Tip -- States and counties should be preparing to check compliance with child labor provisions during sugar beet harvest. Well worded reminders through the press may avoid difficulties later.

Fieldwork -- Fieldwomen may wish, now that school is here, to prepare simple outlines of AAA conservation practices, and to get their references on the relation of soil conservation to improved nutrition in shape for possible talks before classes.

"Farm Situation" -- A new pamphlet with the foregoing title explains changes in the 1936 crop insurance program. States may find use for it in the spring wheat slump. The publication may be ordered by State Offices through the regular channels.

THE IDEA

PARITY

West Virginia came out recently with a mat showing a cow grazing, with a caption reading "Ready." Outlines under the picture indicated that the cow, although she was ready to produce, was waiting for good pastures and nutritious hay. A parallel might be drawn. Drafted soldiers are not effective without equipment and guns; neither are cows effective without good feed.

Wyoming -- Wyoming put out a story with this lead: "One thousand new automobiles would look like quite a sale to Wyoming dealers, just as \$900,000 would look to any man's business. Well, that's just a part of the amount that this mysterious '85 percent of parity' means to Wyoming wheat growers...."

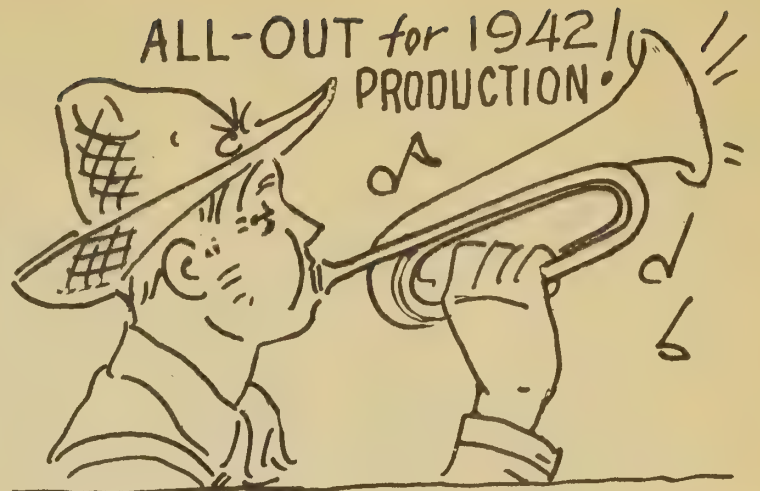
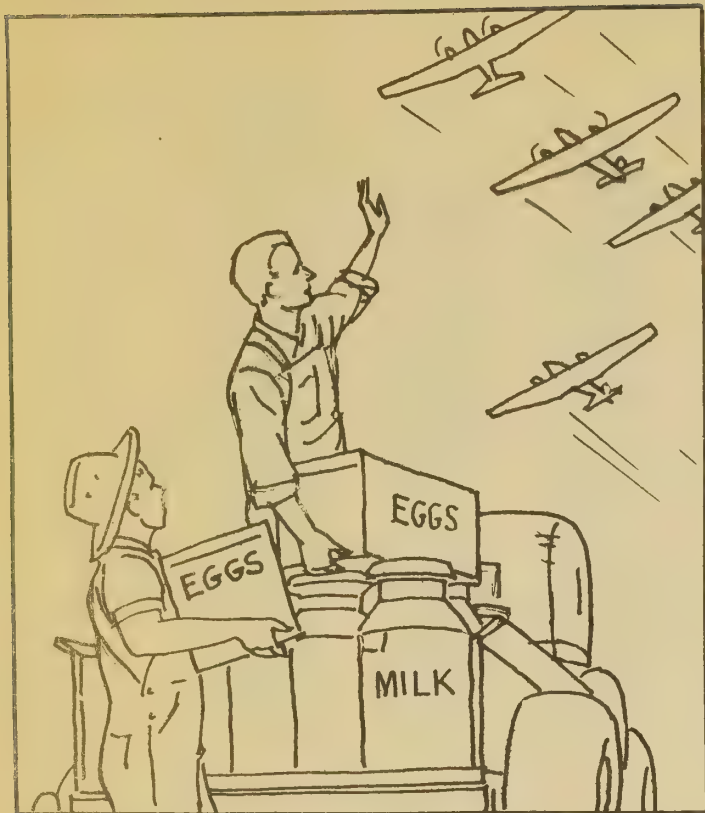
New Hampshire -- Starting with the September issue, the New Hampshire AAA Information Letter will be sent to all county and community committeemen in the State. A poll will be taken to determine whether this enlarged distribution is of sufficient value to justify the additional effort and expense. An added feature of the New Hampshire letter is a department headed "Notes to Committeemen" which calls attention to timely dates in the farm program for the State.

Arizona -- Arizona has released five local news mats, four of them with a defense theme. The fifth is an action shot of a farmer fighting fire in a wheat field. The underline cited where and when the fire occurred, and went on to plug wheat crop insurance. Local names and faces were used in the mats.

ILLUSTRATIONS

FOR OCTOBER

Almost all the illustrations on the three supplementary pages that follow are connected with phases of the Farm Defense Program, and are self-explanatory. States may adapt them in any manner they see fit. The prices shown in the parity chart at the top of supplement B are average prices received by farmers throughout the U.S. This should be made clear in any adaptation of the chart for use by states.

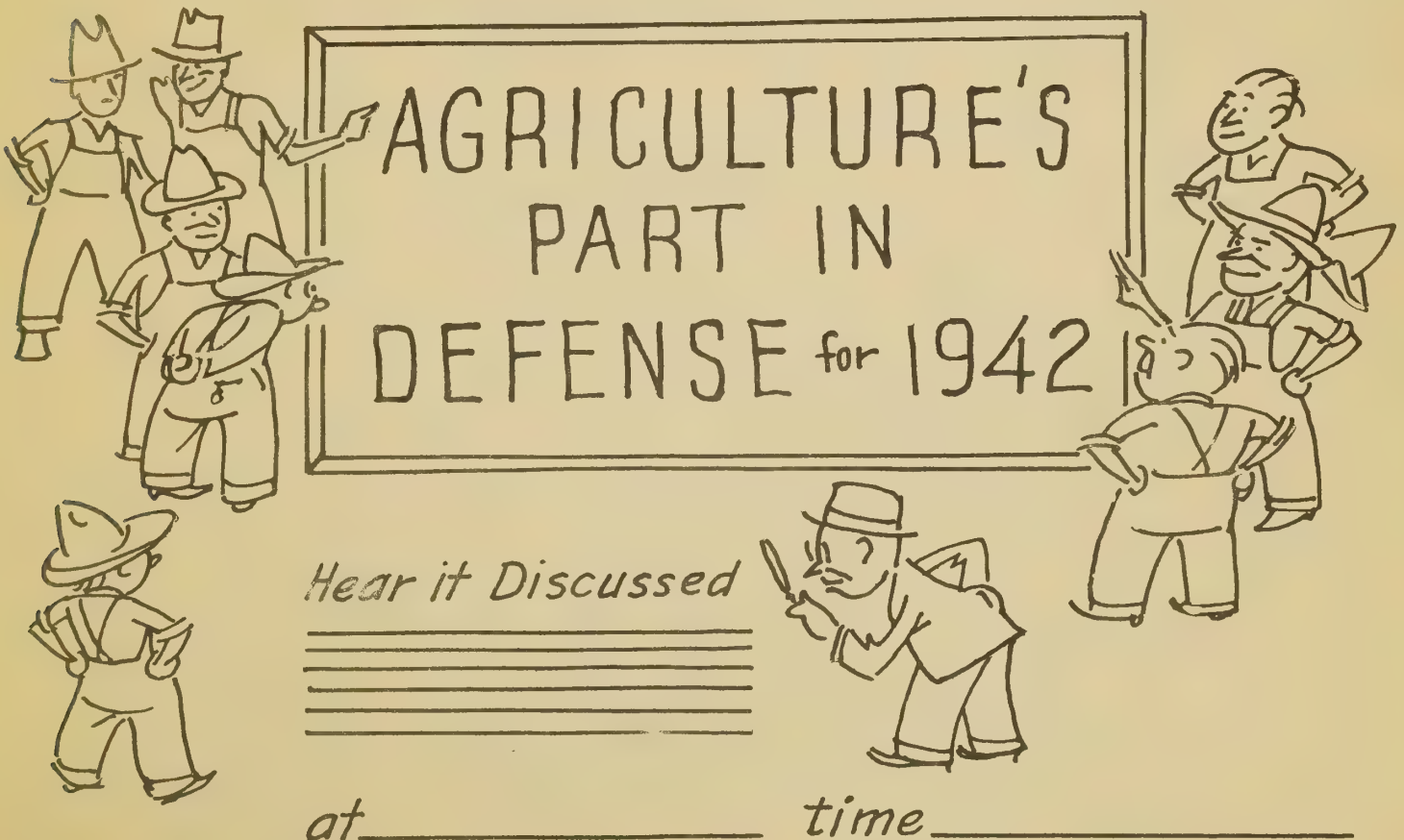


IF YOUR COW COULD
TALK, SHE'D
SAY --

"HAY FROM POOR SOIL
DOESN'T HAVE ALL
IT TAKES FOR
GOOD MILK!"



YOUR FARM CAN HELP

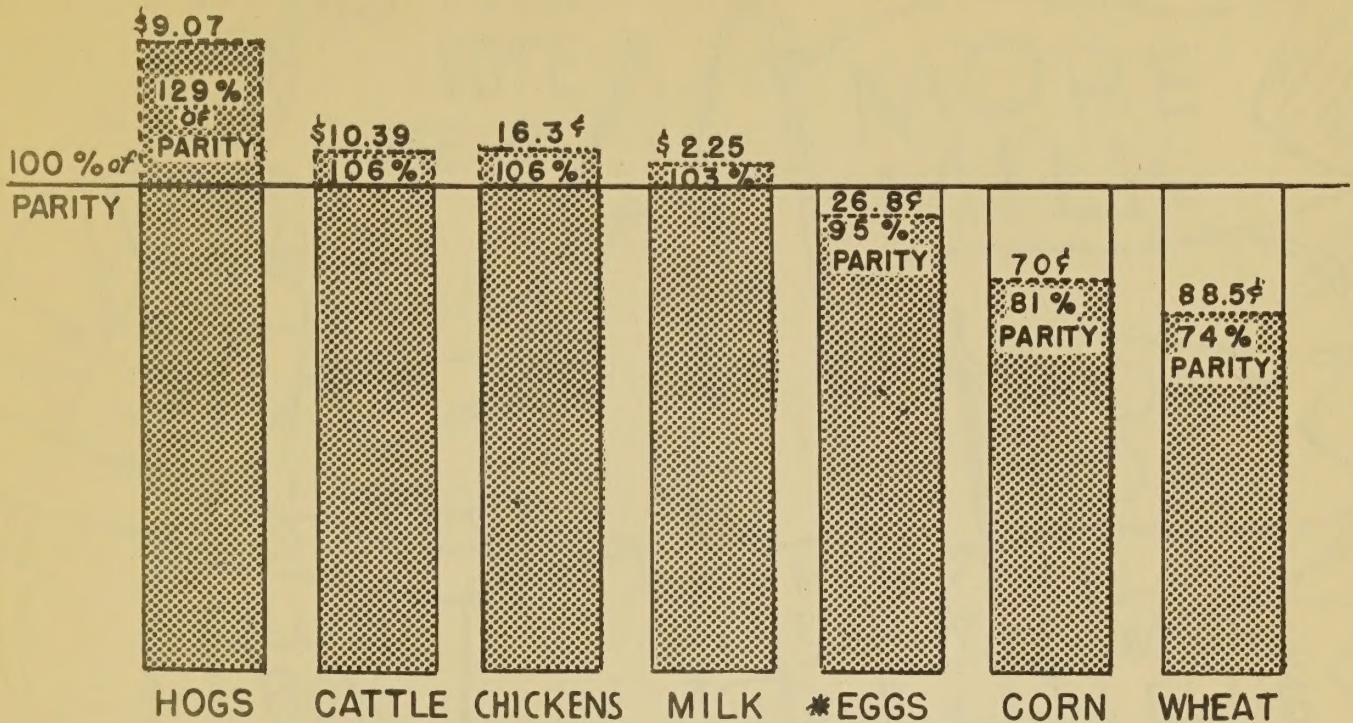


AGRICULTURE'S PART IN DEFENSE for 1942

Hear it Discussed

at _____ time _____

HOW FARM PRICES COMPARE WITH PARITY



* ADJUSTED FOR SEASONAL VARIATION (ALL PERCENTAGES & PRICES ARE AS OF AUG.15, 1941

Cooperate in 1942?

